

Amendments to the Specification

Please remove the paragraph beginning at page 10, line 21, in its entirety, as follows:

~~Figure 10 shows another roadside electronic billboard advertising a pizza special for delivery to a commuter's home to arrive at about the time that the commuter returns home in the evening.~~

Please replace the paragraph beginning at page 10, line 25, with the following amended paragraph:

Figure ~~[[11]]~~10 is a block diagram showing a business model for commercial exploitation of the order processing system.

Please remove the paragraph beginning at page 11, line 1, in its entirety, as follows:

~~Figure 12 shows another electronic billboard display that presents an advertisement for switching telephone service.~~

Please replace the paragraph beginning at page 11, line 4, with the following amended paragraph:

Figure ~~[[13]]~~11 shows a representative order number hierarchy based on codes having a maximum length of 10 digits.

Please replace the paragraph beginning at page 39, line 8, with the following amended paragraph:

~~Figure 10 shows another~~Another exemplary roadside electronic billboard display (not depicted)[[240]] ~~with~~has an advertisement for pizza delivery for commuters on a major roadway. As an alternative to offering only one topping for the advertised pizza, customers may be given the option to select toppings. As another alternative, topping preference may be stored in customer database [[70]] as product preference information.

Please replace the paragraph beginning at page 41, line 5, with the following amended paragraph:

One business model for the commercial exploitation of the automated product ordering system of the invention is shown in block diagram form in Figure [[11]]10. According to this model, the parties most directly involved are the system operator, system customers, participating merchants, shippers and the banking system/credit card companies who interact with each other as shown, all in accordance with interrelationships described above.

Please replace the paragraph beginning at page 41, line 11, with the following amended paragraph:

An example of the significant improvement the system of the invention offers over existing ordering systems is ~~illustrated in Figure 12~~ where for a major product or service category such as selecting a long distance carrier, the order number is a single digit. In this example, customers are shown a new discounted rate plan on an electronic billboard display and

only have to press the preprogrammed “WT” button or WT speed dial and then one other digit to select a new long distance carrier. In the most powerful embodiment of this example, the customer presses the WT button on his phone and then simply speaks the number 8 into his phone and his phone service will automatically be switched to AT&T. When used with an embodiment employing voice recognition technology, independent verification of customer identity is not necessary because voiceprint identification provides secure confirmation that the switch to AT&T is authorized. This example illustrates the power of this invention to provide consumers the ability to respond to new pricing and products immediately, with very little effort. This capability is truncated product order numbers, even single digit numbers as discussed ~~above in connection with Figure 12~~, may be utilized to facilitate transactions. One example of a number hierarchy based on 10-digit codes is provided in Figure ~~[[13]]11~~, below. In this example, the ten single digit codes (0 through 9) are reserved for use in very large single product categories such as the example for selling long distance telephone service discussed above ~~illustrated in Figure 12~~.

Please replace the paragraph beginning at page 42, line 23, with the following amended paragraph:

With the large number of product/merchant combinations for products made available through the system, most of the product order numbers will be in the range of 6 to 10 numbers. However, for certain, very high usage situations, or products particularly appropriate to a specific customer base, truncated product order numbers, even single digit numbers as discussed ~~above in connection with Figure 12~~, may be utilized to facilitate transactions. One example of a number hierarchy based on 10-digit codes is provided in Figure ~~[[13]]11~~, below. In this example, the ten single digit codes (0 through 9) are reserved for use in very large single product categories such as the example for selling long distance telephone service discussed above ~~illustrated in Figure 12~~.

Please replace the paragraph beginning at page 43, line 7, with the following amended paragraph:

Referring to Figure [[13]]11, the number of merchants is set forth in the first column with the number of digits used to define each merchant in the second column. The corresponding third column shows the maximum number of product order number combinations available to each merchant in a ten digit code that includes the digits used to define each company or merchant. In this example, merchants may assign shorter or truncated product codes for higher volume products, thereby creating total code lengths that would typically vary from 3 to 10 digits. Maximum number of product combinations are assigned to companies based on size and product offerings. For example, the very largest global companies that offer many products, components and services would be assigned very large maximum product code combinations. The hierarchy of code assignments would thereby allow system 20 to process both retail and business-to-business sales. The larger company codes having from 8 through 10 digits would be utilized primarily by professionals that offer fewer or, in many cases, even a single product or service. One powerful example is attorneys, accountants and consultants utilizing a single code for any service they offer, allowing their customers to simply dial one code provided on each invoice to automatically pay their bills. The number hierarchy shown in Figure [[13]]11 is one example of how the distribution or assignment of numbers can be made. Other hierarchy or distributions may be utilized. For example, number hierarchies having maximum code lengths of eight, nine, eleven, twelve, thirteen or fourteen digits may utilize the structure of Figure [[13]]11 for hierarchial relationships between number of companies (“merchants”), company digits, product digits available and maximum product combinations per company.